



RESONATE MANAGED MEDIA FOR POLITICS AND ADVOCACY

YOUR GOAL: DELIVER THE RIGHT MESSAGE TO THE RIGHT AUDIENCE AT THE RIGHT TIME. COUNT ON RESONATE'S TEAM OF EXPERTS TO BUILD HYPER-TARGETED AUDIENCES AND PLAN, EXECUTE AND MEASURE WINNING CAMPAIGNS.



Resonate Managed Media combines the scale and functionality of multiple DSPs with our proprietary Resonate Ignite Intelligence Platform and an award-winning support team. In a matter of minutes, Resonate can build, analyze and validate audiences for seamless omnichannel activation across digital devices.

Resonate has developed a preferred list of DSPs over the last 10+ years and, through direct integrations and automated workflows with these partners, ensures that campaigns are accurately and quickly delivered across channels and devices. Additionally, leveraging several DSPs allows access to the latest in AI tools and the ability to optimize click through, completion and viewability.



On-demand customizable dashboards pull in metrics from all DSPs and offer a cohesive view of performance at your fingertips. Plus, you have a best in class team of Media Strategists, Client Partners, Campaign Managers, Customer Success Managers and Analysts to support your campaign every step of the way.

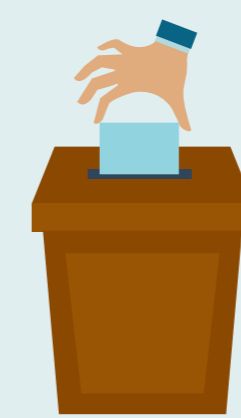
ACCESS PROPRIETARY POLITICS & ADVOCACY KNOWLEDGE ON 200M+ U.S. ADULTS

CUSTOM QUESTIONS AND FIRST PARTY DATA



CIVIC EXPRESSION

Ideology, Policy Orientation, Candidate Platform Support, Engagement Activities



VOTING

Registration Status, Motivation for Voting in 2020, Past Voting Behavior



MEDIA CONSUMPTION

Engagement with TV, Internet, Podcasts, Newspapers, etc.



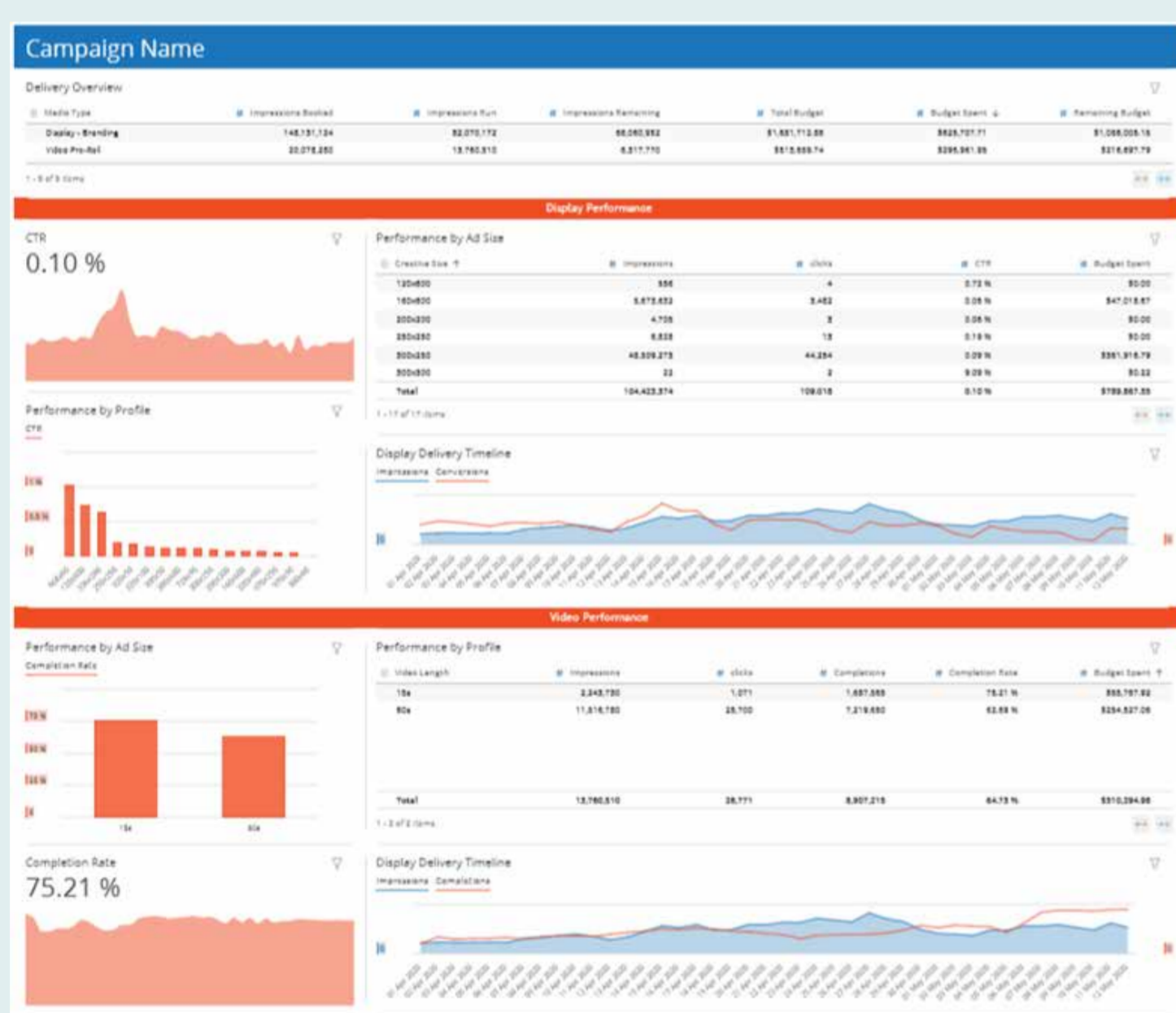
MEDIA TOUCHPOINTS

Behavior and Preferred Outlets on TV, Internet, Podcasts, Newspapers, etc.

WHY RUN YOUR MEDIA THROUGH RESONATE?

WITH RESONATE, YOU GET ACCESS TO:

- Over **13,000+** targetable attributes to build audiences that you can't find anywhere else.
- **Unique proprietary data** for voter research, custom modeling, voter landscape targeting, contextual targeting, behavioral targeting and look-a-like modeling.
- **Seamless omni-channel activation** across display, video, social, native and CTV on all digital devices.
- Peace of mind that your ads will appear in **brand-safe and highly viewable environments**, verified by leading third party standards.
- An **on-demand reporting dashboard** that provides media metrics and custom audience insights.
- A **proven team** of Strategists, Client Partners, Campaign Managers and Data Scientists, with expertise in media planning, data strategy and insights.



HOW IT WORKS:

- 1 Provide Resonate with your campaign details: audience description, budget, flight dates, targeting parameters, and inventory type.
- 2 Resonate's team of media experts will put together a detailed media plan that will deliver the best performance for your campaign and KPI.
- 3 After campaign launch, your Client Partner will provide you with regular updates on optimizations, performance, and audience insights. They will also give you access to an on-demand reporting dashboard to monitor your campaign metrics and insights on the fly.

ABOUT RESONATE

Resonate is a pioneer in A.I.-driven consumer data & intelligence. The Resonate Ignite Platform seamlessly enriches any data with the deepest understanding of the U.S. consumer and then integrates into the marketing ecosystem to drive insights into action. Resonate Elements, our proprietary consumer data set, has more than 13,000 attributes, including the Human Element that describes why consumers choose, buy or support certain brands, products or causes. Hundreds of leading brands and agencies use Resonate to better understand their customers and prospects and power decision-making from strategy and execution to drive growth and revenue across the customer lifecycle.